

Claim Listing

1-24. (Canceled).

25. (Currently amended) A computer based method for marketing attendance right options, the method comprising the steps of:

storing, in a computer, information relating to an ~~event~~ attendance right option for a potential event;

linking the computer to at least one user terminal through a data communication link;

displaying, at the at least one user terminal, information concerning at least one attendance right option for said potential event, and current price information for purchase of said attendance right option creating a computer based exchange for trading said at least one attendance right option based on price terms set between participants in the exchange, wherein vesting of said option in whole or in part occurs through ~~event~~ advancement or qualification at said potential event associated with said attendance right.

26-38. (Canceled).

39. (Previously submitted) The method of claim 25 wherein the step of creating an exchange includes the use of a selectively programmed computer trading platform permitting multiple users to explore price and/or availability of select attendance right options interactively on a computer network.

40. (Previously submitted) The method of claim 25 further comprising attendance rights options selected from the group consisting of: tennis tournaments, baseball

playoff games, hockey playoff games, soccer tournaments, Olympic events, football playoffs, basketball playoffs or tournaments.

41. (Previously submitted) The method of claim 25 wherein said pricing information is determined by market conditions.

42. (Previously submitted) The method of claim 25 wherein said pricing information is pre-set by an option seller.